PRA Inc.

Information
Into Strategy

www.pra.ca
admin@pra.ca

MANITOBA OMNIBUS REPORT: MARCH 2005

IMPORTANCE OF PHYSICAL ACTIVITY

April 8, 2005

Prepared for:

Communications Services Manitoba

500-363 Broadway • Winnipeg, MB • R3C 3N9 • Ph: 204 987 7030 • Fx: 204 989 3454

TABLE OF CONTENTS

1.0 How this research was conducted 1
1.1 Weighting 1
1.2 Caution 1

2.0 Results 2
2.1 Importance of healthy nutrition and physical activity for school-aged children 2
2.2 Opinions on physical activity 4

APPENDIX A Questionnaire
APPENDIX B Call Record
APPENDIX C Banners
APPENDIX D One-ways (Weighted)
APPENDIX E One-ways (Unweighted)

105-06206/

1.0 How this research was conducted

The Omnibus survey was conducted in March 2005. Telephone interviews on a range of issues were conducted with 806 Manitoba residents, 18 years of age and over.

The respondents were selected by random digit dialling (which allows us to include those with unlisted or new numbers). This technique produces a random sample that includes the highest possible percentage of eligible respondents.

Table 1: Summary of methodology	
March 2005 Omnibus	
Survey dates	March 14 – 22, 2005
Sample size	806
Interviewing method	Telephone
Sample selection	Random digit dialling
Approximate error rate (theoretical)	± 3.5%, 19 times out of 20

1.1 Weighting

The general population data for Manitoba were weighted to correct for differences in the demographics of the population. Tables presented are weighted, unless otherwise stated.

In some cases, when the random sample produces a divergence from Canadian census data, we correct for slight discrepancies in gender, age, and income. For example, because men tend to refuse to participate more often than women, and because younger respondents are often more difficult to find at home, we re-weight the data to conform more closely to Statistics Canada information.

Since this technique assigns a percentage "weight" to a respondent, the number of weighted respondents may be slightly different from the total number interviewed.

1.2 Caution

This document represents a summary of the results and is not intended to be an exhaustive examination of the findings.

2.0 Results

In this section, we report on the findings of our research.

2.1 Importance of healthy nutrition and physical activity for school-aged children

We asked all Manitobans how important they think it is for government to promote healthy nutrition and regular physical activity for school-aged children.[1]

- Overall, almost all respondents (95%) think that it is at least *somewhat important* for the government to promote healthy nutrition and regular physical activity for school-aged children, including 75% who think that it is *very important*.

- Only 1 respondent in 20 (5%) thinks the promotion of healthy nutrition and physical activity for school aged children is either *not too important* (2%) or *not important at all* (3%).

Please see Table 2 below.

Table 2: Importance of healthy nutrition and regular physical activity for school-aged children
CSM1. Compared to some of the other things that government does, how important do you think it is for government to promote healthy nutrition and regular physical activity for school aged children? Would you say it is...

	All respondents % (n=806)
Very important	75%
Somewhat important	20%
Not too important	2%
Not important at all	3%
Don't know / No response	<1%
Total	100%

[1] School-aged children includes students in Kindergarten to Senior 4.

Although not statistically significant, there is some suggestion that males, younger respondents 18 to 24 years, and those respondents who have not completed high school are less likely to think that the promotion of healthy nutrition and physical activity is *very important*. However, among both males and females, in all age cohorts, and in all educational categories, over 9 respondents in 10 think that this initiative is at least *somewhat important.*

Please see Table 3 below.

Table 3: Importance of healthy nutrition and regular physical activity for school aged children – A profile

	All respondents 'Very Important' (Rating of 4 out of 4) % (n=806)
Overall	**75%**
Gender	p=.034
Female	79%
Male	71%
Age	p=.040
18 to 24	72%
25 to 39	78%
40 to 64	74%
65 and older	76%
Region	p=.339
Winnipeg	74%
Non-Winnipeg	77%
Household Income	p=.968
Less than $35,000	73%
$35,000 to $50,000	74%
$50,000 to $75,000	77%
Over $75,000	74%
Education	p=.034
Less than high school	65%
Completed high school	75%
Completed some post-secondary	73%
University/college graduate	80%

2.2 Opinions on physical activity

We then asked all respondents about their opinions on the frequency of physical activity in schools. Respondents were asked to select from three statements the view that is closest to their own. They are:

- At least 30 minutes of daily physical activity should be mandatory in schools.
- Schools should encourage daily physical activity, but students should not be forced to participate.
- Students should concentrate on academic subjects at school and leave the physical activities for after school.

Among all respondents:

- Almost 3 in 4 (73%) believe that school-aged children should participate in at least 30 minutes of mandatory daily physical activity.
- Slightly more than 1 in 5 (22%) believes that daily physical activity should be encouraged, but students should not be forced to participate.
- Less than 1 in 20 (3%) thinks that students should focus on academics while at school and leave physical activities for after school.

Please see Figure 1 (next page).

Frequency of physical activity in schools

(n=806)

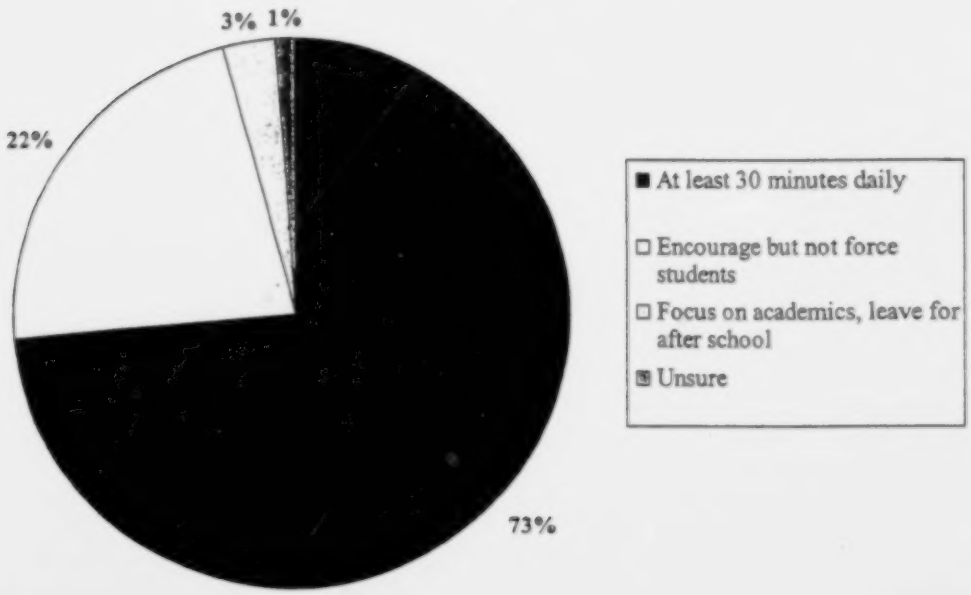

Figure 1

There are some statistically significant differences in opinion among demographic subgroups.

- Respondents who have not completed high school are less likely to think that at least 30 minutes of daily physical activity should be mandatory in schools, although almost 6 in 10 (57%) of these respondents agree with this statement. However, almost 1 respondent in 3 (31%) in this same education cohort thinks that schools should encourage daily physical activity but students should not be forced to participate. Similar to other education subgroups, few (6%) think that students should focus solely on academics while at school and leave physical activities for after school.

- Not surprisingly, some 8 in 10 (78%) respondents who think that it is *very important* for government to promote healthy nutrition and regular physical activity for school-aged children also believe that students should participate in at least 30 minutes of mandatory daily physical activity. This compares to 2 respondents in 3 (65%) who think it is *somewhat important* and about 4 respondents in 10 (44%) who think it is either *not too important* or *not important at all* for government to be involved in these initiatives.

Please see Table 4 (next page).

Table 4: Statements about physical activity

CSM2. Which of these statements about physical activity in schools is closest to your own opinion?
- At least 30 minutes of daily physical activity should be mandatory in schools
- Schools should encourage daily physical activity but students should not be forced to participate
- Students should concentrate on academic subjects at school, and leave the physical activities for after school

	All respondents % (n=806)		
	At least 30 minutes of mandatory physical activity daily	**Encourage daily physical activity but not force students**	**Focus on academics, physical activities are for after school**
Overall	73%	22%	3%
Gender	p=.570		
Female	75%	20%	4%
Male	71%	24%	3%
Age	p=.003		
18 to 24	68%	30%	2%
25 to 39	79%	20%	1%
40 to 64	72%	24%	3%
65 and over	73%	17%	8%
Region	p=.875		
Winnipeg	74%	22%	3%
Non-Winnipeg	72%	23%	4%
Household income	p=.070		
Less than $35,000	68%	25%	6%
$35,000 to $50,000	77%	21%	2%
$50,000 to $75,000	74%	25%	1%
Over $75,000	78%	22%	1%
Education	p=.000		
Less than high school	57%	31%	6%
Completed high school	75%	22%	2%
Some post-secondary	75%	20%	4%
University/college graduate	78%	19%	3%
Importance of government promoting healthy nutrition / regular physical activity	p=.000		
Very important	78%	19%	2%
Somewhat important	65%	32%	3%
Not important	44%	28%	23%

APPENDIX A
Questionnaire

CSM1

Communications Services Manitoba Questions

CSM1. Changing topics... Compared to some of the other things that government does, how important do you think it is for government to promote healthy nutrition and regular physical activity for school aged children? Would you say it is... (READ) (PROMPT: School aged children include those in kindergarten to grade 12)

01 ..... Very important 4
02 ..... Somewhat important 3
03 ..... Not too important 2
04 ..... Not important at all 1
05 ..... (DO NOT READ) Don't know 8
06 ..... (DO NOT READ) No response 9

CSM2

CSM2. Which of these statements about physical activity in schools is closest to your own opinion? (READ STATEMENTS)

01 At least 30 minutes of daily physical activity should be mandatory in schools (or) 1
02 Schools should encourage daily physical activity but students should not be forced to participate (or) 2
03 Students should concentrate on academic subjects at school, and leave the physical activities for after school (or) 3
04 ..... (DO NOT READ) Don't know 8
05 ..... (DO NOT READ) No response 9

APPENDIX B
Call Record

Call Record for Manitoba Omnibus
March 2005

Call Record for Manitoba Omnibus: March 2005			
Outcome		March Omnibus	
		n	%
A	Total numbers attempted	7,668	100%
1.	Not in service	1,932	25%
2.	Fax	160	2%
3.	Business	120	2%
Remaining		5,456	71%
B	Total eligible numbers	5,456	100%
4.	Busy	59	1%
5.	Answering machines	718	13%
6.	No answer	667	12%
7/8.	Language/illness/incapability	300	5%
9.	Selected/eligible respondent not available	874	16%
Remaining		2,838	52%
C	Total asked	2,838	100%
10.	Household refusal	304	11%
11.	Respondent refusal	1,231	43%
12.	Qualified respondent break off	462	16%
Remaining		841	30%
D	Co-operative contacts	841	100%
13.	Disqualified	35	4%
14.	Completed interviews	806	96%
Refusal rate = (10+11+12)/C		1,997	70%
Response rate (D/B)		841	15%

APPENDIX C

Banners

Weighted Banner Tables

CSM1. How important do you think it is for government to promote healthy nutrition and regular physical activity for school aged children?

		Region.		Gender		Age			
	Overall	Winnipeg	Non-Winnipeg	Female	Male	18 to 24	25 to 39	40 to 64	65 and over
Not important at all	20	11	9	8	12		2	13	3
	3%	2%	3%	2%	3%		1%	4%	2%
Not too important	19	9	10	7	12		2	9	6
	2%	2%	3%	2%	3%		1%	3%	4%
Somewhat important	158	103	55	71	87	26	42	57	24
	20%	21%	17%	17%	22%	27%	20%	18%	17%
Very important	606	361	244	331	274	68	167	235	106
	75%	74%	77%	79%	71%	73%	78%	74%	76%
DK/NR	4	3	1	3	1			2	1
	0%	1%	0%	1%	0%			1%	1%
Total	806	487	319	420	385	93	213	317	140
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Weighted Banner Tables

CSM1. How important do you think it is for government to promote healthy nutrition and regular physical activity for school aged children?

		Annual Family Income				Education			
	Overall	Under $35,000	$35,000 to $50,000	$50,000 to $75,000	Over $75,000	< High school	High school	Some post-secondary	Univ. / Coll. graduate
Not important at all	20	6	5	3	3	4	4		10
	3%	3%	4%	2%	2%	3%	3%		3%
Not too important	19	4	2	3	5	5	4	4	4
	2%	2%	2%	2%	3%	5%	2%	3%	1%
Somewhat important	158	41	24	28	32	31	33	33	58
	20%	22%	20%	18%	21%	26%	20%	24%	16%
Very important	606	138	86	117	112	77	128	100	290
	75%	73%	74%	77%	73%	65%	75%	72%	80%
DK/NR	4	1		1		2	1	1	
	0%	0%		0%		1%	0%	1%	
Total	806	190	117	152	152	119	171	138	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Weighted Banner Tables

CSM2. Which of these statements about physical activity in schools is closest to your own opinion?

		Region.		Gender		Age			
	Overall	Winnipeg	Non-Winnipeg	Female	Male	18 to 24	25 to 39	40 to 64	65 and over
At least 30 minutes of mandatory physical activity daily	591	360	231	315	275	64	169	227	102
	73%	74%	72%	75%	71%	68%	79%	71%	73%
Encourage daily physical activity but not force students	178	106	72	85	93	28	42	76	24
	22%	22%	22%	20%	24%	30%	20%	24%	17%
Focus on academics, physical activities are for after school	28	16	12	15	13	2	1	10	11
	3%	3%	4%	4%	3%	2%	0%	3%	8%
DK/NR	10	5	5	6	4		1	4	3
	1%	1%	2%	1%	1%		1%	1%	2%
Total	806	487	319	420	385	93	213	317	140
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Weighted Banner Tables

CSM2. Which of these statements about physical activity in schools is closest to your own opinion?

		Annual Family Income				Education			
	Overall	Under $35,000	$35,000 to $50,000	$50,000 to $75,000	Over $75,000	< High school	High school	Some post-secondary	Univ. / Coll. graduate
At least 30 minutes of mandatory physical activity daily	591	129	90	111	119	67	127	104	282
	73%	68%	77%	73%	78%	57%	75%	75%	78%
Encourage daily physical activity but not force students	178	48	24	37	33	37	38	28	70
	22%	25%	21%	24%	21%	32%	22%	20%	19%
Focus on academics, physical activities are for after school	28	11	2	2	1	7	3	5	9
	3%	6%	1%	2%	1%	6%	2%	4%	3%
DK/NR	10	3	1	1		7	2	1	
	1%	2%	1%	1%		6%	1%	1%	
Total	806	190	117	152	152	119	171	138	362
	100%	100%	100%	100%	100%	100%	100%	100%	100%

APPENDIX D

One-Ways (Weighted)

Weighted Frequencies

CSM1. How important do you think it is for government to promote healthy nutrition and regular physical activity for school aged children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	20	2.5	2.5	2.5
	Not too important	19	2.3	2.3	4.8
	Somewhat important	158	19.6	19.6	24.4
	Very important	606	75.2	75.2	99.6
	DK/NR	4	.4	.4	100.0
	Total	806	100.0	100.0	

CSM2. Which of these statements about physical activity in schools is closest to your own opinion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least 30 minutes of mandatory daily physical activity	591	73.3	73.3	73.3
	Schools encourage daily physical activity but not force students	178	22.1	22.1	95.4
	Concentrate on academics, leave physical activities for after school	28	3.4	3.4	98.8
	DK/NR	10	1.2	1.2	100.0
	Total	806	100.0	100.0	

APPENDIX E
One-Ways (Unweighted)

Unweighted Frequencies

CSM1. How important do you think it is for government to promote healthy nutrition and regular physical activity for school aged children?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	22	2.7	2.7	2.7
	Not too important	19	2.4	2.4	5.1
	Somewhat important	151	18.7	18.7	23.8
	Very important	610	75.7	75.7	99.5
	DK/NR	4	.5	.5	100.0
	Total	806	100.0	100.0	

CSM2. Which of these statements about physical activity in schools is closest to your own opinion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least 30 minutes of mandatory daily physical activity	594	73.7	73.7	73.7
	Schools encourage daily physical activity but not force students	175	21.7	21.7	95.4
	Concentrate on academics, leave physical activities for after school	27	3.3	3.3	98.8
	DK/NR	10	1.2	1.2	100.0
	Total	806	100.0	100.0	